

ABSTRACT OF THE DISCLOSURE

A vehicle wheel weight comprises a mass portion of a nonlead material configured as a strip having a plurality of weight segments. Adjacent weight segments are separated by a transverse groove defined in the strip. Each of the grooves is configured so as to provide a web of reduced width thickness that flexibly interconnects adjacent segments. An adhesive is provided at a back surface of the strip to permit attachment of the strip to a vehicle wheel. A release liner is located on the adhesive to protect the adhesive prior to use.